

Wymer Ww Jr

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

70
papers

1,775
citations

23
h-index

40
g-index

73
ext. papers

2,030
ext. citations

2.1
avg, IF

5.5
L-index

#	Paper	IF	Citations
70	IT-based services and service quality in consumer banking. <i>Journal of Service Management</i> , 2002 , 13, 69-90		210
69	Developing more effective social marketing strategies. <i>Journal of Social Marketing</i> , 2011 , 1, 17-31	2.4	151
68	Dimensions of Business and Nonprofit Collaborative Relationships. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2003 , 11, 3-22	1	114
67	The effect of fit and dominance in cause marketing communications. <i>Journal of Business Research</i> , 2009 , 62, 432-440	8.7	100
66	A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price. <i>Journal of Retailing and Consumer Services</i> , 2016 , 32, 189-197	8.5	75
65	Using social marketing to enhance hotel reuse programs. <i>Journal of Business Research</i> , 2010 , 63, 166-178	8.7	68
64	Rethinking the boundaries of social marketing: Activism or advertising?. <i>Journal of Business Research</i> , 2010 , 63, 99-103	8.7	60
63	Volunteer Service as Symbolic Consumption: Gender and Occupational Differences in Volunteering. <i>Journal of Marketing Management</i> , 2002 , 18, 971-989	3.2	53
62	Stand-Alone Ethics, Social Responsibility, and Sustainability Course Requirements: A Snapshot From Australia and New Zealand. <i>Journal of Marketing Education</i> , 2010 , 32, 5-12	2.1	48
61	The Limitations and Potentialities of Green Marketing. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2015 , 27, 239-262	1	45
60	The impact of brand strength on satisfaction, loyalty and WOM: An empirical examination in the higher education sector. <i>Journal of Brand Management</i> , 2015 , 22, 117-135	3.3	39
59	The influence of cause marketing associations on product and cause brand value. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2009 , 14, 1-20	0.6	37
58	Segmenting Volunteers Using Values, Self-Esteem, Empathy, and Facilitation as Determinant Variables. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1997 , 5, 3-28	1	37
57	Determinants of Volunteerism:. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1997 , 4, 3-26	1	37
56	Refining the conceptualization of Brand Authenticity. <i>Journal of Brand Management</i> , 2017 , 24, 14-32	3.3	35
55	Conceptual Foundations and Practical Guidelines for Recruiting Volunteers to Serve in Local Nonprofit Organizations: Part I. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2001 , 9, 63-96	1	34
54	Youth development volunteers: Their motives, how they differ from other volunteers and correlates of involvement intensity. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 1998 , 3, 321-336	0.6	30

53	Bequest motives and barriers to giving: The case of direct mail donors. <i>Nonprofit Management and Leadership</i> , 2006 , 17, 49-66	1.6	30
52	The Implications of Sex Differences on Volunteer Preferences. <i>Voluntas</i> , 2011 , 22, 831-851	1.8	28
51	Physicians' perceptions and uses of commercial drug information sources: an examination of pharmaceutical marketing to physicians. <i>Health Marketing Quarterly</i> , 2001 , 19, 91-106	1.1	27
50	Sensation Seekers as a Target Market for Volunteer Tourism. <i>Services Marketing Quarterly</i> , 2010 , 31, 348-362	1	26
49	Conceptual Foundations and Practical Guidelines for Retaining Volunteers Who Serve in Local Nonprofit Organizations: Part II. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2001 , 9, 97-118	1	26
48	Cause marketing communications. <i>European Journal of Marketing</i> , 2014 , 48, 1333-1353	4.4	25
47	Enhancing hotel brand performance through fostering brand relationship orientation in the minds of consumers. <i>Tourism Management</i> , 2018 , 66, 72-84	10.8	23
46	The Conceptualization of Nonprofit Marketing Orientation: A Critical Reflection and Contributions Toward Closing the Practice-theory Gap. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2015 , 27, 117-134	1.34	21
45	Deconstructing the brand nomological network. <i>International Review on Public and Nonprofit Marketing</i> , 2013 , 10, 1-12	1.6	21
44	Attitudes towards cause-related marketing: determinants of satisfaction and loyalty. <i>International Review on Public and Nonprofit Marketing</i> , 2013 , 10, 253-269	1.6	21
43	Demographics, Personality Traits, Roles, Motivations, and Attrition Rates of Hospice Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2000 , 7, 61-76	1	21
42	Charity Appeals Using Celebrity Endorsers: Celebrity Attributes Most Predictive of Audience Donation Intentions. <i>Voluntas</i> , 2015 , 26, 2694-2717	1.8	20
41	Marketing Bequest Club Membership: An Exploratory Study of Legacy Pledgers. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2006 , 35, 384-404	1.9	20
40	Nonprofit-Business Alliance Model: Formation and Outcomes. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2001 , 9, 45-61	1	19
39	Understanding Volunteer Markets: The Case of Senior Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1999 , 6, 1-23	1	19
38	Nonprofit Brand Strength: What Is It? How Is It Measured? What Are Its Outcomes?. <i>Voluntas</i> , 2016 , 27, 1448-1471	1.8	18
37	Supporter Loyalty: Conceptualization, Measurement, and Outcomes. <i>Nonprofit and Voluntary Sector Quarterly</i> , 2016 , 45, 172-191	1.9	17
36	Inclusion of ethics, social responsibility, and sustainability in business school curricula: a benchmark study. <i>International Review on Public and Nonprofit Marketing</i> , 2017 , 14, 19-34	1.6	16

35	Gender differences in social support in the decision to volunteer. <i>International Review on Public and Nonprofit Marketing</i> , 2012 , 9, 19-26	1.6	15
34	The Influence of Marketing Scholarship's Legacy on Nonprofit Marketing. <i>International Journal of Financial Studies</i> , 2013 , 1, 102-118	1.7	13
33	Linking prestige perception with consumption experience, loyalty, and WOM. <i>Marketing Intelligence and Planning</i> , 2016 , 34, 540-558	3.2	12
32	Scale development research in nonprofit management & marketing: a content analysis and recommendation for best practices. <i>International Review on Public and Nonprofit Marketing</i> , 2013 , 10, 65-86	1.6	11
31	Nonprofit Education: Course Offerings and Perceptions in Accredited U.S. Business Schools. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2011 , 23, 1-19	1	11
30	Hospital Volunteers as Customers: Understanding Their Motives, How They Differ from Other Volunteers, and Correlates of Volunteer Intensity. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1999 , 6, 51-76	1	11
29	Consumer perceptions of prescription drug websites: a pilot study. <i>Health Marketing Quarterly</i> , 2010 , 27, 173-94	1.1	10
28	Sensation seekers and civic participation: exploring the influence of sensation seeking and gender on intention to lead and volunteer. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2008 , 13, 287-300	0.6	9
27	Using Social Marketing Strategies to Reform Social Policy: A Lesson from British History. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2004 , 12, 149-158	1	9
26	Brand authenticity, its conceptualization, and its relevance to nonprofit marketing. <i>International Review on Public and Nonprofit Marketing</i> , 2017 , 14, 359-374	1.6	8
25	Effects of Corporate Support of a Charity on Public Perceptions of the Charity. <i>Voluntas</i> , 2014 , 25, 1388-1416	1.1	8
24	A taxonomy of prestige-seeking university students: strategic insights for higher education. <i>Journal of Strategic Marketing</i> , 2018 , 26, 140-155	2.7	7
23	Strategic Marketing of Church Volunteers. <i>Journal of Ministry Marketing & Management</i> , 1998 , 4, 1-11		7
22	Major Research Studies: An Annotated Bibliography of Marketing to Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1999 , 6, 107-164	1	6
21	The influence of university brand image, satisfaction, and university identification on alumni WOM intentions. <i>Journal of Marketing for Higher Education</i> , 1-19	1.1	6
20	Exploring brand strength's nomological net and its dimensional dynamics. <i>Journal of Retailing and Consumer Services</i> , 2019 , 49, 11-22	8.5	5
19	Segmenting Subgroups of Volunteers for Target Marketing: Differentiating Traditional Hospice Volunteers from Other Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1999 , 6, 25-50	1	5
18	Church Volunteers. <i>Journal of Ministry Marketing & Management</i> , 1997 , 3, 61-70		5

17	Brand Authenticity's Influence on Charity Support Intentions. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2019 , 31, 507-527	1	5
16	Formulating Effective Social Marketing and Public Health Communication Strategies. <i>Applying Quality of Life Research</i> , 2015 , 3-31	0.5	4
15	Marketing Inclusion in the Curricula of U. S. Nonprofit Management Programs. <i>Journal of Public Affairs Education</i> , 2009 , 15, 185-202	0.8	4
14	A review of scale development practices in nonprofit management and marketing. <i>Economics and Sociology</i> , 2012 , 5, 143-151	2.7	4
13	The effects of brand identity on brand performance in the service sector. <i>Journal of Strategic Marketing</i> , 2019 , 27, 651-665	2.7	4
12	Improving the quality of empirical nonprofit research: the focal constructs and their measures. <i>International Review on Public and Nonprofit Marketing</i> , 2017 , 14, 137-148	1.6	3
11	Financial Planners and Philanthropic Planning. <i>Voluntas</i> , 2012 , 23, 350-370	1.8	3
10	Implications of sexual dimorphism on volunteer recruitment and retention 2007 , 373-385		3
9	The antecedents of charity trust and its influence on charity supportive behavior. <i>Journal of Philanthropy and Marketing</i> , 2021 , 26, e1690		3
8	Social marketing strategy and industry involvement. <i>Journal of Social Marketing</i> , 2017 , 7, 297-304	2.4	2
7	Addressing complex social problems with a multi-environmental stakeholder coalition. <i>International Review on Public and Nonprofit Marketing</i> , 2021 , 18, 403-418	1.6	2
6	Charity advertising: A literature review and research agenda. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , e1723	0.6	2
5	Marketing Management in Nonprofit Organizations: A Customer Analysis of Church Volunteers. <i>Journal of Nonprofit and Public Sector Marketing</i> , 1997 , 5, 69-90	1	1
4	"The Influence of University Brand Strength on Student Satisfaction, Loyalty, and Word-of-Mouth". <i>Proceedings - Academy of Management</i> , 2015 , 2015, 12920	0.1	0
3	Nonprofit marketing research: developing ideas for new studies. <i>SN Business & Economics</i> , 2021 , 1, 1		0
2	Organizational Conflicts in CRM Planning and Implementation: City Hotel's Towel Reuse Program. <i>Classroom Companion: Business</i> , 2021 , 285-292	0.1	
1	Santos Motors. <i>Classroom Companion: Business</i> , 2021 , 293-300	0.1	